PROPERTY-HOLDERS

LOOK TO YOUR INTEREST!

The Best Paint Always the Cheapest.

SAMPLE CIRCULAR

—OF—

BREINIG'S READY-MIXED OIL PAINTS.

MANUFACTURED BY

THE ALLENTOWN MANUFACTURING CO.

T. G. HEILFRICH, Pres't. A. J. BREINIG, Treas.

ALLENTOWN, PA.

FOR SALE BY

TDCAT 1886 PAPV02B324

SAMPLE SHADES

BREINIG'S READY MIXED OIL PAINT.

PURE WHITE
AND ALL
COTTAGE SHADES.

ECONOMICAL,
BEAUTIFUL
AND DURABLE.

ALLENTOWN MANUFACTURING CO.

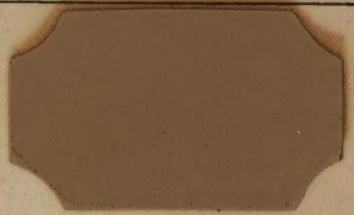
ALLENTOWN, PA.

Our PURE OUTSIDE WHITE is Superior to Hand Mixed White Lead.

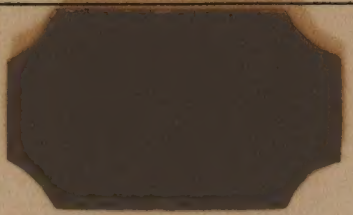
SHADE No. 28.	SHADE No. 13.	SHADE No. 103.	SHADE No. 100.
SHADE No. 80.	SHADE No. 81.	SHADE No. 115.	SHADE No. 120.

Our PURE INSIDE WHITE is recommended for a Durable White Lead.

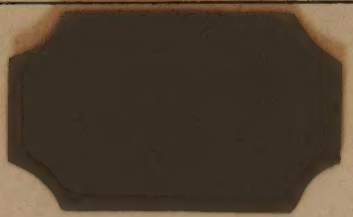
SHADE No. 85.



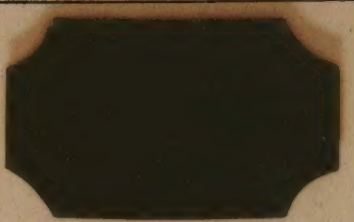
SHADE No. 30.



SHADE No. 130.



SHADE No. 122.



SHADE No. 45.

SHADE No. 54.

SHADE No. 90.

SHADE No. 35.

BEST PIGMENTS USED FOR ALL SHADES.

SHADE No. 18.	SHADE No. 20.	SHADE No. 44.	SHADE No. 33.
SHADE No. 7.	**SHADE No. 51.**	**SHADE No. 24.**	**SHADE No. 12.**

LIGHT YELLOW OXIDE.

SIX SHADES

PURE METALLIC PAINTS,

Especially recommended for

BARNS, ROOFS, FENCES, WAREHOUSES,
SHEDS, BRICK AND STONE WALLS,
METALLIC SURFACES, &c.

PURE YELLOW OXIDE.

PURE VEN. RED.

LIGHT RED OXIDE.

PURE RED OXIDE.

PURE METALLIC BROWN.

BREINIG'S

READY-MIXED OIL PAINTS

Will Retain their Gloss Finish

AND

WILL WEAR TWICE AS LONG

As Hand-Mixed Paints,

NOT EXCEPTING THE BEST BRANDS IN THE MARKET.

In presenting to the Trade, Painters and Property-Holders the merits of

BREINIG'S READY-MIXED OIL PAINTS

we desire to make no extravagant representation with which to encourage patronage under any "false colors." Relying upon the

Merits of the Materials used, our Special Manufacturing Facilities, and the Reputation thus far Secured,

We present these Paints as Reliable,

GUARANTEEING ALL THE QUALITIES

which are generally recognized as constituting the leading requirements of

A SUPERIOR PAINT.

While the advantage of application and the beauty of appearance will be manifest at once, we place the greatest stress upon its

DURABILITY,

which time will reveal as the most important feature to the Property-Holder.

When dry Paints are mixed by hand, with Linseed Oil, to a consistency for painting, the result is a coarse Paint, which is difficult to apply smoothly, requiring a large proportion for covering a given surface, and of inferior durability. If the same dry pigments are ground in a small portion of the oil, according to the general custom of paint-grinding, the entire character of the Paint is improved. This improvement, since the materials remain the same, must be owing entirely to the **BETTER COMBINATION** of a part of the materials. As the Paint is improved by a **PARTIAL** combination, so much greater will be the improvement if the combination be **COMPLETED** in the more perfect form of a **"READY-MIXED OIL PAINT."**

The materials being the same, the "**READY-MIXED**" form will always be found the most

ECONOMICAL, BEAUTIFUL AND DURABLE.

After an extended experience, we profess to have peculiar facilities in preparing our materials for the "Ready-Mixed" form. If other brands of Ready-Mixed Paints are manufactured from the best materials, and under the most improved process, we claim at least equality with the best; and as to the numerous inferior mixtures, we calculate that they always, sooner or later, do our Paints most credit by exhibiting a vast contrast in our favor. Often the chief virtue of these so-called "Ready-Mixed Paints" is in their names, implying qualities which are as far from the truth as Linseed Oil is different from Benzine, or Rubber is different from Glue.

WE SOLICIT A FAIR TRIAL,

After which we rely upon the Paint to proclaim its own virtues, and merit continued patronage.

BREINIG'S READY-MIXED OIL PAINTS,

MANUFACTURED BY

THE ALLENTOWN MANUFACTURING CO.

ALLENTOWN, PA.

No. of Shade, as per Sample Card.	SHADES.	1 & 2 Gal. Cans, price, per Gallon.	Half-Gallon Cans, per Can.	One-Quarter's or Quarts, per Can.	One-Eighth's or Pints, per Can.
	Cottage Colors.				
	Including all the Shades as shown on Sample Cards, excepting such as are given below.				
	White.				
70	**Inside White,**				
65	**Outside White,**				
	Sundry Colors.				
33	**Permanent Green,** . . .				
12	**Vermilion,**				
11	**Chrome Yellow,**				
52	**Prussian Blue,**				
60	**Cottage Black,**				
19	**Cottage Metallic Brown**				
21	**Cottage Venetian Red,** .				
29	**Cottage Yellow Ochre,** .				
	Pure Metallic Oxide Paints				
	Pure Metallic Brown, .				
	Light Metallic Brown, .				
	Pure Ven. Red, ...				
	Pure Red Oxide, ...				
	Light Red Oxide, . . .				
	Pure Yellow Oxide, . .				
	Light Yellow Oxide, . .				
	Permanent Black, . . .				
	Imitation of Brick.				
	In Imitation of Philadelphia Pressed Brick; most durable and warranted not to fade.				

Not put in smaller than One-Gallon Cans.

LARGE PACKAGES.

In 40 to 50 Gallon Barrels, 10 cents per Gall. less.

FACTS vs. FIGURES.

Figures do not always indicate the true value, for the cheapest in figures is often the dearest, and the dearest at first cost the cheapest at the end. Consumers will bear in mind that the expense of applying a poor Paint is just the same as applying a good article. The beauty and durability of this Paint being assured, its cheapness over inferior Paints, at lower figures is well established.

STANDARD MEASURE.

All our packages are of the sizes called for. This is an important feature to the consumer, as short measurement is practiced by some manufacturers. All our cans are in accordance with standard measure.

COTTAGE COLORS.

Comprising beautiful shades, as per Sample Card, calculated for all kinds of buildings and every character of work, on Wood, Metal or Stone, and equally adapted for outside and inside painting.

INSIDE & OUTSIDE WHITE.

These Paints are of as pure white as the best materials will admit, and are prepared with great care, to insure permanency and body.

PERMANENT GREEN.

Our Green has acquired a well-merited reputation for beauty of shade and permanency of color. Of an agreeable tint, it is warranted to retain its lively shade, without changing to a dirty yellow or dingy blue cast.

VERMILLION.

Well adapted for Wagons and Agricultural Implements.

INSIDE WALL PAINTING.

Most beautiful and serviceable work can be made on inside walls, which, on account of washableness and durability, is preferred to paper. First give the wall a coat of glue sizing—made by dissolving five ounces of glue in a gallon of water—and then, when dry, cover with two or three coats of our Paint. The surface gloss will be rich and can be washed at any time.

IMITATION OF BRICK.

This Paint has been a specialty for many years, giving the best satisfaction in color and permanency. With but the ordinary trouble of painting, old fronts are renovated with a fresh color, in imitation of Philadelphia Pressed Brick. Entering into the pores and forming a part of the brick, its durability cannot be surpassed. It will not fade, as is the case with so many brick paints. It is at once handsome, durable, and economical. This Paint is prepared under a process neutralizing the fatty matter of the Oil, retaining durability without imparting gloss to the surface. *Directions for use will be found on each can.*

Pure Metallic Oxide Paints.

These are special Paints, prepared for special purposes; being especially adapted for BARNS, SHEDS, FENCES, BRIDGES, TIN ROOFS, &c.

SPECIAL POINTS
FOR SPECIAL CONSIDERATION.

1. We do not make two or three grades of Paints, believing that Manufacturers, Dealers and Consumers are mostly benefitted by a uniform standard article, that will give the best satisfaction under all circumstances and at all places.

2. If quality be estimated, we place our Paints in competition with any brands in the market, waiving all intentions to meet some buyers' views of cheap Paints, regardless of quality.

3. All other than first-class Paints contain *more than proportionate adulteration*, because the cost of packages, grinding and business expense remain the same on all grades, hence compelling the total reduction of cost on the materials alone.

4. For all the "White," "Cottage Colors" and "Sundry Colors" we use exclusively *Pure Boiled Linseed Oil*, boiled in our own establishment. No other vegetable, animal or mineral oils enter into the composition; neither Benzine, which constitutes the make-up of many brands.

5. Our Paints are heavier in weight than most brands in the market.

6. Our cans hold full standard measure. ☞ We have the admission of one of the largest can manufacturers, that all of his customers use cans of short measure.

7. We do not charge more for White than for Cottage Shades, neither do we place our Mineral or Metallic Paints under list of Cottage Colors, at Cottage Color Prices.

DIRECTIONS.

Remove the entire head of the Can or Barrel, and do not attempt to use any part of the package without well stirring up the entire contents from the bottom. By not observing this rule, the Paint may not remain uniform in consistency and body.

Have the surface clear of all dust and dirt, and in no case apply on a wet surface. Rough places should be previously rubbed with sand-paper, and the knotty and sappy portions covered with shellac or sizing. On new work, after having given the priming coat, putty all cracks and nail holes. In all cases allow a previous coat to become thoroughly dry before applying the next. Apply the Paint smoothly and evenly, and in every respect handle the Paint the same as any other regular Linseed Oil Paint.

The Paint is ground in a consistency to be in most cases ready for use, but should new or special work require thinning, Linseed Oil can be used to the desired consistency. For Inside White use Turpentine only.

In painting White, use the Inside White for inside work, and the Outside White for outside work. All other shades will do equally well for inside or outside.

CALCULATIONS FOR QUANTITY.

The quantity of Paint required must necessarily vary with the nature and character of the work. As a rule, one gallon will FINISH two hundred square feet with two coats. In cases where new work or very old work requires a thin priming coat, calculations should be made for two coats after the priming coat.

To ascertain the number of gallons required for a given surface.—Multiply the length by the height and divide by two hundred, for two coats. Where more than one side of a building is to be painted, add the length of all the sides and multiply the sum by the average height, and divide the product as before.

TESTIMONIALS.

EXTRACTS FROM LETTERS.

Lehigh Co. Agricultural Society. L. P. HECKER, *Sec.*

"Having tested your Paint, we can fully recommend it."

Lehigh Car Manuf'g Co. H. H. FISHER, *Pres't.*

"Your Paints being used under my personal observation, I take pleasure in recommending them."

East Stroudsburg, Pa. Z. B. DRAKE.

"The painters think it far better than the White Lead and Oil now in use."

Pennington, N. J. R. H. DRAKE, *Carpenter and Builder.*

"For color, fine finish, rich gloss, I add my testimony."

Hopewell Presbyterian Church, A. H. SNOOK, *Trustee.*

"In all particulars the Paint surpasses our anticipations. Its fine glossy appearance is admired by many."

Woodsville, N. J. JACOB REED.

"My painters were prejudiced against Ready-Mixed Paints, but now acknowledge that your article is as good a Paint as they ever used."

Sherman, N. Y. E. SPERRY & Co.

"We found the Paint all right, and it has given good satisfaction."

Barryville, N. Y. J. H. ATKINS, (*Painter.*)

"I never handled a Paint that I like better. I am well pleased."

Bowmansville, Lancaster Co., Pa. J. M. MUSSELMAN.

"The Paint has given full satisfaction in every respect."

Le Raysville, Pa. G. W. BAILEY.

"The Paint has given the very best of satisfaction."

Sugar Valley, Pa. SAM. STAMM.

"The painter says your Paint covers more space per gallon than any paint he ever used. It is in every way satisfactory."

Camptown, Pa. C. S. LAFFERTY.

"Your Paint has become as hard as a stone, and looks as if it would last thirty years."

Trenton, N. J. R. H. FELL.

"By comparing it with other Paint, applied at the same time, I find it looks much superior."

Rahway, N. J. "ADVOCATE AND TIMES."

"Dr. Oliver's residence has been painted with Breinig's Paint, and presents a very fine and glossy appearance."

Rockland, N. Y. WILSON & DODGE.

"Before receiving your Paint, we used English Lead on our house, and now regret that we did not get hold of your paint sooner."

Dayton, N. J. J. C. VANDERVEER.

"After selling your Paints for five years, I find them giving general satisfaction."

Little Genesee, N. Y. B. C. MERRITT.

"The Paint is admired by all."

Prompton, Pa. F. P. KIMBLE.

"My painter pronounces your Paint superior to any mixed paint he ever used.

Warren, Pa. E. F. KIDDER, (*Painter.*)

"I have been in the painting business twenty-eight years, and never saw any paint to surpass your Paint in durability."

Vienna, Md. T. HIGGINS & SON.

"Our painter says your Paint contains more body than any ready-mixed paints he ever used."

Tunkhannock, Pa. D. BILLINGS.

"The Board of Trustees are much pleased with the Paint on the Chapel."

Slatington, Pa. E. RAUCH.

"They cover better, wear better, and will not fade like some other brands."

Elmira, N. Y. PRATT & Co.

"In every instance it has given entire satisfaction. We do not believe it can be excelled."

PROPERTY-HOLDERS

LOOK TO YOUR INTEREST!

The Best Paint Always the Cheapest.

SAMPLE CIRCULAR

—OF—

BREINIG'S READY-MIXED OIL PAINTS.

MANUFACTURED BY

THE ALLENTOWN MANUFACTURING CO.

T. G. HELFRICH, Pres't. A. J. BREINIG, Treas.

ALLENTOWN, PA.

FOR SALE BY

TDcAT 1886 PAPV02B324

1886.

DEALERS'
TRADE CIRCULAR.

MANUFACTURED BY THE

ALLENTOWN MANUFACTURING CO.,

(Successors to BREINIG & HELFRICH,)

ALLENTOWN, PENNA.

BREINIG'S

Ready-Mixed Oil Paints.

1886.

RETAIL PRICES.

No. of Shade as per Sample Card.	SHADE.	1 & 2 Gall. Cans. Price per Gallon.	½ Gallon Can, per Can.	¼s or Quarts, per Can.	⅛s or Pints, per Can.	Half Pints, per Can.
	COTTAGE COLORS.					
	Including all the shades as shown on Sample Card and not given below.	1 50	80	50	25	15
	WHITE.					
70	Inside White	1 50	80	50	25	15
65	Outside White					
	SUNDRY COLORS.					
33	Permanent Green	2 50	1 50	80	50	25
12	Vermilion					
11	Chrome Yellow					
52	Prussian Blue					
	METALLIC OXIDE PAINTS.					
	Pure Metallic Brown	1 00	55	30	20	12
	Light Metallic Brown					
	Pure Red Oxide					
	Light Red Oxide					
	Pure Yellow Oxide					
	Light Yellow Oxide					
	Pure Venetian Red					
	Permanent Black					
	IMITATION OF BRICK.					
	In imitation of Philadelphia pressed Brick, most durable and warranted not to fade	1 50	(Not packed in small cans.			

ODD SHADES.

Whenever 10 gallons or more are ordered, any desired shade not on our list will be manufactured on presentation of sample. We cannot agree to furnish samples of shades upon mere description, as there is no end to variety.

LARGE PACKAGES.

In 40 to 50 Gallon Barrels, 10 cents per gallon less
In 20 to 25 " ½ Barrels, 5 cents per gallon less.

TDCAT 1886
PAPV02B324

T. G. HELFRICH, President. A. J BREINIG, Sec'y & Treas.

OFFICE OF THE

ALLENTOWN MANUFACTURING CO.,

ALLENTOWN, PA.

1886.

DISCOUNT TO THE TRADE.

"Cottage Colors,"
"Whites,"
"Sundry Colors,"
} Less 20 per cent.

"Metallic Oxides,"
"Imita. of Brick,"
} Less 20 per cent.

TERMS:—CASH 30 DAYS.

CONDITIONS.

Bills will be made out at retail gallon figures, and the wholesale discount allowed as above. For Half-Gallon Cans, Quarts, Pints and Half-Pints an extra charge of three cents (net) will be made for each can.

SHIPPING PACKAGES.

For shipment cans will be packed free of charge and in any desired assortment. No extra charge for packing nor for cartage.

ADVERTISING MATTER.

Dealers will be supplied free, upon application, with Sample Show Cards, and with Sample Circulars for distribution, containing samples of Paints, Shades, Descriptions, Testimonials, &c.

FREIGHTS.

Whenever the freight charges on Paints from Allentown are more than from any leading Paint mart we will make deductions to equalize freights.

☞ "*Special Points for Special Consideration*" *on last page.*

SPECIAL POINTS FOR SPECIAL CONSIDERATION.

1. We do not make two or three grades of Paints. Manufacturers, Dealers and Consumers are mostly benefitted by a uniform standard article that will give the best satisfaction under all circumstances and at all places

2. If quality be estimated, we place our Paints in competition with any brands in the market, waiving all intention to meet some buyers' views of cheap Paints, regardless of quality.

3. All other than first-class Paints contain *more than proportionate adulteration*, because the cost of packages, grinding and business expenses remain the same on all grades, hence campelling the total reduction of cost on the material alone.

4. For all our Paints we use exclusively *Pure Boiled Linseed Oil*, boiled in our own establishment. No other vegetable, animal or mineral oils enter into the composition; neither benzine, which constitutes the make up of many brands.

5. Our Paints are heavier in weight than most brands in the market.

6. *Our cans hold full standard measure.* ☞ We have the admission of one of the largest can manufacturers that all of his customers use cans of short measure. If dealers will compare our cans with those of some manufacturers they will discover one cause for low figures.

7 We do not charge more for White than Cottage Shades, neither do we place our Mineral Metallic Paints under the list of Cottage Colors at Cottage Color prices.

Respectfully submitted to the trade.

Yours truly,

A. J. BREINIG,

Sec'y and Treasurer.

CONFIDENTIAL PROPOSAL.

T. G. HELFRICH, President. A. J. BREINIG, Sec. and Treas.

—{OFFICE OF}—

The Allentown Manufacturing Company,

MANUFACTURERS OF

BREINIG'S

Ready-Mixed Oil Paints,

ALLENTOWN, PA.

CONFIDENTIAL PROPOSAL FOR A SAMPLE JOB.

To visit your place would be desirable; but **we propose to use to better advantage the means such a personal interview would cost,** if you will co-operate with us in introducing to property holders our READY-MIXED OIL PAINTS, of which we enclose you a sample circular.

In all our experience we have found that the **PAINT ON A PROMINENT BUILDING** is the best advertisement for the dealer and for us. This is owing to the fact that its beauty of finish is striking and its durability becomes manifest. We want such an advertisement in your place for the benefit of property-holders, and our mutual interests.

As you will notice by our Price List, we allow a liberal discount to the Trade, but for **ALL THE PAINT REQUIRED FOR A SAMPLE JOB,** whether it be your own buildings, or some prominent building of your own place, we will allow

An EXTRA DISCOUNT of 20 per cent. in addition to the Wholesale discount.

It will be optional with you to give away part or all of the Extra Discount. If disposed to yield the entire Discount for the sake of introduction, we advise the securing of some Church that needs painting—if there be such within the bounds of your trade—and thereby not only give the Paint the greatest prominence, but confer an actual favor to a goodly portion of your community.

Our margins at the regular discount are small, and in yielding an extra 20 per cent. for Sample Job, we are paid for nothing but the bare material, and in certain shades not that. We, therefore, make no direct profit for ourselves on any Paint thus turned out, but our past experience enables us confidently to anticipate a good trade with you as a result.

☞All work done with our Paints upon a faultless surface and in an approved manner, will be warranted to excel in beauty and durability.

Awaiting your favor, we remain yours truly,

A. J. BREINIG,
Sec'y and Treas.

NOTICE.—The above proposal does not include the Metallic Oxide Paints. The Sample Job Discount will not be given on an order for stock, neither will it be given for more than one Sample Job.

☞See Affidavit on reverse side.☜

TDCAT 1886
PAPV02B324

AFFIDAVIT.

I, the undersigned, do hereby certify, that I have been shipping clerk for The Allentown Manufacturing Co. for the past seven years, and furthermore, do hereby testify, that Paints ordered for Sample Jobs have been and are shipped from the regular stock in store, and that no discriminations are made in shipments, whether Sample Job lots or otherwise.

E. F. HORN.

Sworn and subscribed before me,
January 5th, 1886.
GEO. FRY, Alderman,
City of Allentown, Pa.